

CONTRACT



Local 12 WKRC-TV
1906 Highland Ave
Cincinnati, OH 45219
(513) 763-5408

www.local12.com

And:

Greer Margolis Mitchell
1010 Wisconsin Ave
Ste 800
Washington, DC 20007

<u>Contract / Revision</u> 2466 /		<u>Alt Order #</u> 09638631
<u>Product</u> OBAMA 4 AMERICA		
<u>Contract Dates</u> 01/20/12 - 01/26/12		<u>Estimate #</u> 1055
<u>Advertiser</u> Obama/D/President		<u>Original Date / Revision</u> 01/19/12 / 02/13/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WKRC-TV	<u>Account Executive</u> Millennium Washingto	<u>Sales Office</u> Millennium
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u> 9912856	<u>Advertiser Code</u> 95	<u>Product Code</u> 101
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WKRC	01/20/12	01/26/12	5a Good Morn Cincinnati	5:00 AM-5:30 AM		:30			NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/20/12	01/26/12	MTWTF--				2	\$175.00			
N 2	WKRC	01/20/12	01/26/12	EM M-Su Rotator	5:30 AM-7:00 AM		:30			NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/20/12	01/26/12	MTWTF--				5	\$350.00			
N 3	WKRC	01/20/12	01/26/12	CBS Morning News	7:00 AM-9:00 AM		:30			NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/20/12	01/26/12	MTWTF--				5	\$150.00			
N 4	WKRC	01/21/12	01/21/12	6a-8a Local 12 News Sat	6:00 AM-8:00 AM		:30			NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/16/12	01/22/12	-----S-				1	\$150.00			
N 5	WKRC	01/21/12	01/21/12	Saturday Early Show	8:00 AM-10:00 AM		:30			NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/16/12	01/22/12	-----S-				1	\$175.00			
N 6	WKRC	01/22/12	01/22/12	CBS Sun Morn News	9:00 AM-10:30 AM		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/16/12	01/22/12	-----S				1	\$300.00			
N 7	WKRC	01/22/12	01/22/12	Face the Nation	10:30 AM-11:00 AM		:30			NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/16/12	01/22/12	-----S				1	\$225.00			
N 8	WKRC	01/22/12	01/22/12	Newsmakers	11:00 AM-11:30 AM		:30			NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/16/12	01/22/12	-----S				1	\$175.00			
N 9	WKRC	01/20/12	01/26/12	The Price is Right	11:00 AM-12:00 PM		:30			NM	2	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/20/12	01/26/12	MTWTF--				2	\$275.00			
N 10	WKRC	01/20/12	01/26/12	Local 12 News at Noon	12:00 PM-12:30 PM		:30			NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/20/12	01/26/12	MTWTF--				2	\$350.00			
N 11	WKRC	01/20/12	01/26/12	4p Local 12 News at Four	4:00 PM-5:00 PM		:30			NM	2	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/20/12	01/26/12	MTWTF--				2	\$325.00			
N 12	WKRC	01/20/12	01/26/12	5p Local 12 News at Five	5:00 PM-5:27 PM		:30			NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Our stations and its associated parent company do not discriminate in advertising contracts on the basis of race or gender. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or gender, even if handwritten, typed, or otherwise made a part of a particular contract, is hereby rejected.



Local 12 WKRC-TV
1906 Highland Ave
Cincinnati, OH 45219
(513) 763-5408

www.local12.com

Contract / Revision	Alt Order #
2466 /	09638631

Contract Dates	Product	Estimate #
01/20/12 - 01/26/12	OBAMA 4 AMERICA	1055

Advertiser	Original Date / Revision
Obama/D/President	01/19/12 / 02/13/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/20/12	01/26/12	MTWTF--				3	\$450.00			
N 13	WKRC	01/20/12	01/26/12	4-630p M-F Early News Rot	5:27 PM-6:30 PM		:30			NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/20/12	01/26/12	MTWTF--				2	\$500.00			
N 14	WKRC	01/21/12	01/21/12	6pm Local 12 News Sat	6:00 PM-6:30 PM		:30			NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/16/12	01/22/12	-----S-				1	\$175.00			
N 15	WKRC	01/22/12	01/22/12	630p Sun News BB	6:30 PM-7:00 PM		:30			NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/16/12	01/22/12	-----S				1	\$275.00			
N 16	WKRC	01/20/12	01/26/12	M-F 7p-730p	7:00 PM-7:30 PM		:30			NM	2	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/20/12	01/26/12	MTWTF--				2	\$425.00			
N 17	WKRC	01/20/12	01/26/12	M-F 730p-8p	7:27 PM-8:00 PM		:30			NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/20/12	01/26/12	MTWTF--				2	\$550.00			
N 18	WKRC	01/20/12	01/26/12	11p M-Su Local 12 News 11	11:00 PM-11:35 PM		:30			NM	2	\$1,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/20/12	01/26/12	MTWTFSS				2	\$725.00			
N 19	WKRC	01/20/12	01/26/12	Letterman	11:36 PM-12:36 AM		:30			NM	2	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/20/12	01/26/12	MTWTF--				2	\$325.00			
N 20	WKRC	01/24/12	01/24/12	Tue Reg 1	8:00 PM-9:00 PM		:30			NM	1	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/23/12	01/29/12	-T-----				1	\$3,200.00			
N 21	WKRC	01/25/12	01/25/12	Wed Reg 2	9:00 PM-10:00 PM		:30			NM	1	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/23/12	01/29/12	--W----				1	\$2,200.00			
N 22	WKRC	01/22/12	01/22/12	Sun Reg 1	7:00 PM-8:00 PM		:30			NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/16/12	01/22/12	-----S				1	\$1,800.00			
N 23	WKRC	01/22/12	01/22/12	Sun Reg 2	8:00 PM-9:00 PM		:30			NM	1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/16/12	01/22/12	-----S				1	\$2,800.00			
N 24	WKRC	01/21/12	01/22/12	Sa-Su Basketball	12:00 PM-2:00 AM		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/16/12	01/22/12	-----SS				2	\$300.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>		
		1	WKRC	01/16/12-01/22/12	Sa-Su Basketball	12:00 PM-2:00 AM	-----SaSu	:30	\$300.00	NM		
Credited												
N 25	WKRC	01/22/12	01/22/12	AFC Post-Season	3:00 PM-6:00 PM		:30			NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/16/12	01/22/12	-----S				1	\$4,000.00			
Totals											44	\$26,925.00

Time Period	# of Spots	Gross Amount	Net Amount
12/26/11 - 01/26/12	44	\$26,925.00	\$22,886.25
Totals	44	\$26,925.00	\$22,886.25

(* Line Transactions: N = New, E = Edited, D = Deleted)

Our stations and its associated parent company do not discriminate in advertising contracts on the basis of race or gender. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or gender, even if handwritten, typed, or otherwise made a part of a particular contract, is hereby rejected.



Local 12 WKRC-TV
1906 Highland Ave
Cincinnati, OH 45219
(513) 763-5408

www.local12.com

<u>Contract / Revision</u>	<u>Alt Order #</u>
2466 /	09638631

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
01/20/12 - 01/26/12	OBAMA 4 AMERICA	1055

<u>Advertiser</u>	<u>Original Date / Revision</u>
Obama/D/President	01/19/12 / 02/13/12

Signature: _____ Date: _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Our stations and its associated parent company do not discriminate in advertising contracts on the basis of race or gender. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or gender, even if handwritten, typed, or otherwise made a part of a particular contract, is hereby rejected.